



# DIGITAL CASE PRESENTATIONS

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# hygiene appointment

## STEPS

- mirror
- photos
- discuss photos
- cleaning
- diagnodent
- digital radiographs
- doctor exam
- doctor discussion
- schedule tx

# hygiene appointment

## STEPS



We let the patient show us what their concerns are so we don't take too many or not enough photos.

# hygiene appointment

## STEPS



We take only the photos you need to make an accurate diagnosis and educate the patient. Any more is a waste of time. Any less and you have to take them a second time.

# hygiene appointment

## STEPS



We only take 6 photos unless the patient has concerns that will not show in these six.

# hygiene appointment

## STEPS



We edit the patient's smile if they have cosmetic changes. It is for them to communicate with us, not for us to create their smile.

# hygiene appointment

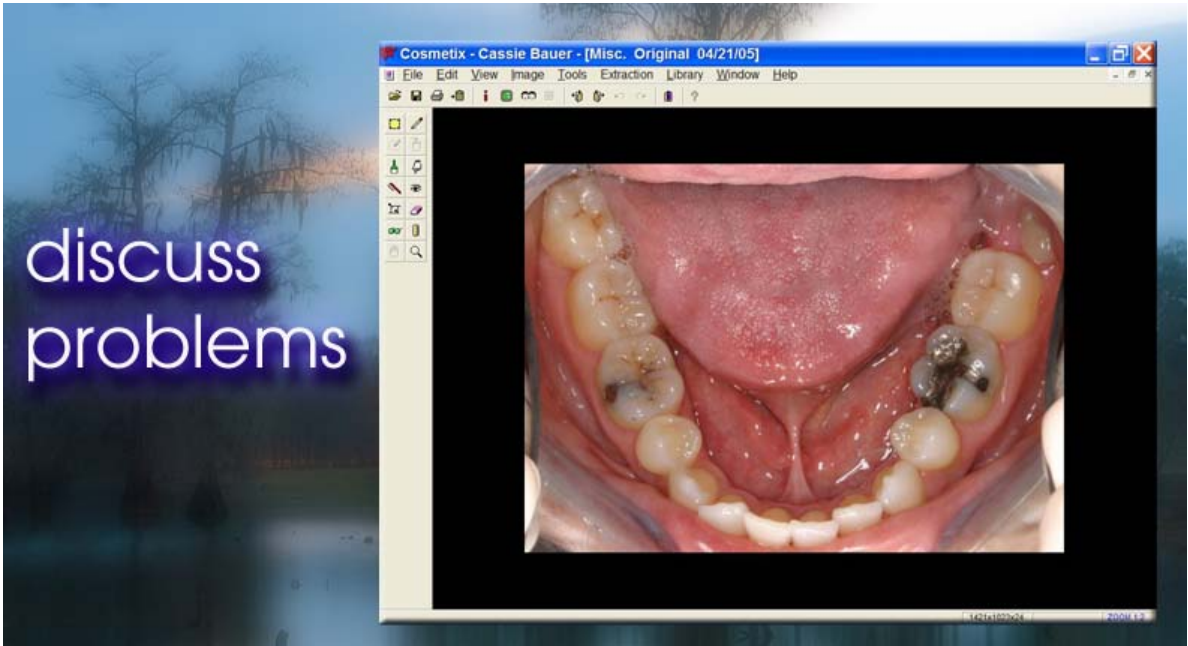
## STEPS



We created our own library from the portraits of smiles displayed on our walls. Because they before and after were taken with the same camera the edited smile does not look fake.

# hygiene appointment

## STEPS



We use photos to show patients their problems as opposed to convincing them with verbal skills.

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# hygiene appointment

## STEPS



The teeth must be cleaned before the Diagnodent can be used.

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# hygiene appointment

## STEPS



We let the patient hold it so they become part of the process.

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# hygiene appointment

## STEPS



Any tooth the Diagnodent registers as a cavity we take a periapical radiograph of.

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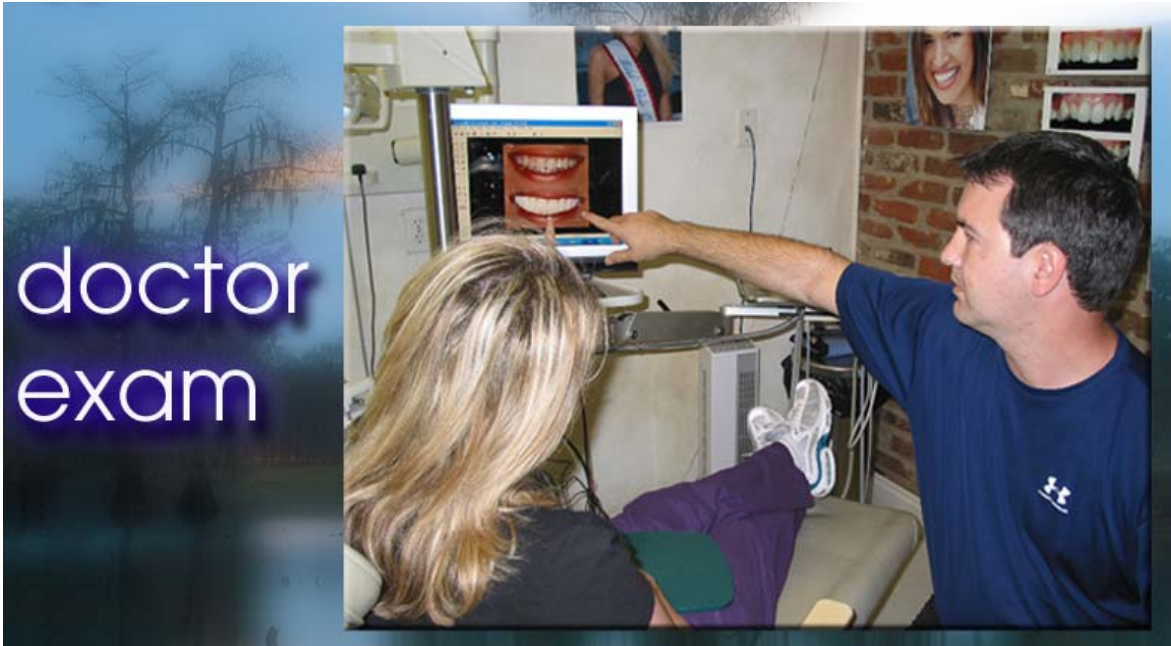
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# hygiene appointment

## STEPS



My team educates and informs. All I do is confirm!  
My hygiene checks take me under two minutes. If they take more time than that we did not use or technology to it fullest capabilities or we skipped a step.

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# hygiene appointment

## STEPS



We continue marketing even after the patient enter our practice.



- FAVORITE CAMERA: CANON 40D, 2<sup>nd</sup> CHOICE Rebel XTi
- FAVORITE “POINT & SHOOT” CAMERA: CANON G6
- FAVORITE PRINTER: CANON i9900  
EPSON S2200
- FAVORITE PRINTER PAPER: IPC OLMEC SATIN SIZE A3  
OLYMPUS PICTORICO PRO  
ILLFORD PEARL & SEMIGLOSS
- FAVORITE EDITING PROGRAM: PATIENT GALLERY  
THUMBS PLUS  
ADOBE PHOTOSHOP
- AD SPACE: 2/3 PAGE IS AS EFFECTIVE AS FULL PAGE  
MAKE PHOTO OR TEXT THE FOCUS, NOT BOTH  
BE AS CLOSE TO THE FRONT AS POSSIBLE  
BLACK AND WHITE IS CHEAPER THAN COLOR  
ALL PRICES ARE NEGOTIABLE
- IMAGE SIZE: PRINT : AS LARGE AS POSSIBLE  
LAB COMMUNICATION : MEDIUM  
EMAIL AND WEB : SMALL
- FAVORITE WEB DESIGNERS: TNT DENTAL . COM  
TIM HEALY & TIM KELLY 1-866-873-8699
- FAVORITE CAMERA STORE: NORMAN CAMERA  
ASK FOR ANDY THOMPSON 1-800-900-6676
- FAVORITE COMPUTER TECHS: COMPUTER CONCEPTS  
TIM THOUSAND 1-337-654-2124
- EMAIL ADS: SMILE REMINDER 1-801-805-3726
- TV COMMERCIALS: VIDEO PRODUCTIONS  
KIM GUILLOT 1-337-230-6000
- BIGGEST MISTAKE: WAITING FOR SOMETHING BETTER

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